

PRESS RELEASE**Ericsson announces one-chip HSPA solution for Open OS enabled mobile devices**

Ericsson (NASDAQ:ERIC) today announced the U380 mobile platform delivering a true mobile Internet experience and empowering consumers with advanced multimedia features. The U380 is an integrated and verified one-chip HSPA platform, supporting all major Open Operating Systems on the market and the first product based on the recently announced Open OS collaboration with Texas Instruments (TI) (NYSE:TXN).

The continuous need for more powerful devices combined with the demand for mass market smartphones makes the U380 a groundbreaking platform for mobile device manufacturers addressing this rapidly growing segment. By integrating Ericsson's HSPA modem with TI's high performance OMAP3430 applications processor into a one-chip solution, the U380 is among the smallest and most powerful multimedia platforms on the market in this category.

With support for all major Open OSs, the U380 will provide mobile device manufacturers with a robust and flexible architecture for applications and services deployment, enabling easier delivery and management of services and content. This enables handset manufacturers and mobile operators to differentiate their products through rich, easy-to-use and customizable user interfaces. The extensive verification and IOT testing performed by Ericsson will also enable manufacturers to rapidly bring highly advanced mobile devices to the mass market while reducing risk and lowering development costs.

Robert Puskaric, head of Ericsson's mobile platforms business, says: "This is truly a next generation platform for the rapidly growing Open OS market. The combination of powerful multimedia performance and Open OS capabilities in an extremely small package makes the U380 platform hard to match."

Richard Kerslake, general manager for the TI-Ericsson business, TI's Wireless Terminals Business Unit, says "The combination of Texas Instruments' and Ericsson's key competences has really paid off. TI's OMAP3430 processing power, coupled with Ericsson's HSPA access technology in a pre-verified and tested platform supporting all major open operating systems will provide great opportunities for device manufacturers worldwide."

The U380 platform is expected to be commercially available in the first half of 2009

Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 185 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for

operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on the Stockholm, London and NASDAQ stock exchanges.

For more information, visit www.ericsson.com or www.ericsson.mobi.

Read more at: <http://www.ericsson.com/press>

FOR FURTHER INFORMATION, PLEASE CONTACT

Media Relations

Phone: +46 8 719 69 92

E-mail: press.relations@ericsson.com

About Ericsson Mobile Platforms

Ericsson Mobile Platforms offers complete, end-to-end interoperability tested platforms across 2.5 and 3G. A common software platform for GPRS, EDGE, WCDMA, and HSPA terminals enables application portability, stability and security, and state-of-the-art power consumption and size. Ericsson has the smallest, most cost-optimized HSPA chipset in the market, making it possible for its customers to enable ultra-small HSPA phones.

The U380 mobile platform is a one-chip solution combining an Ericsson HSPA modem with an OMAP3430 processor from Texas Instruments, capable of supporting all major third-party operating systems on the market. It offers world class multimedia performance with support for up to 12 Mega pixel camera, camcorder, Mobile TV (MBMS, DVB-H, ISDB-T, Unicast), and advanced 3D graphics. Connectivity solutions include WLAN 802.11, Bluetooth 2.1 and high speed USB. The U380 has a quad-band WCDMA radio with 7.2Mbps HSDPA broadband capabilities, a world class security solution as well as highly optimized power consumption.

Texas Instruments – Making Wireless

TI creates innovative wireless semiconductors, delivering the heart of today's wireless technology and building solutions for tomorrow. TI provides a breadth of silicon and software and 18 years of wireless systems expertise that spans handsets and base stations for all communications standards, wireless LAN, Bluetooth, and GPS. TI offers custom to turn-key solutions, including complete chipsets and reference designs, OMAP™ application processors, as well as core digital signal processor and analog technologies built on advanced semiconductor processes. Please visit www.ti.com/wirelesspressroom for additional information.

About Texas Instruments

TI helps customers solve problems and develop new electronics that make the world smarter, healthier, safer, greener and more fun. A global semiconductor company, TI innovates through manufacturing, design and sales operations in more than 25 countries. For more information, go to www.ti.com.